



USASearch Affiliate Program

2011 Government Web and New Media Conference
Thursday, March 17, 2011



The U.S. public is searching.

- There were 26.6 billion searches in December 2010– a 17% growth in the past year. Growth was driven by both:
 - Unique searcher growth (+4%).
 - Searches per searcher, or search intensity (+13%).



Total U.S. searches for all search properties (billions)



Why do you need site search?

- Visitors need to be able to quickly and easily find content on your site.
- Visitors use various—and winding—paths to find content on your site.
 - Searching on commercial search engines
 - Following links from other sites
 - Browsing on your site
 - Searching on your site
- The public is increasingly using site search to find information when they're on the Web.



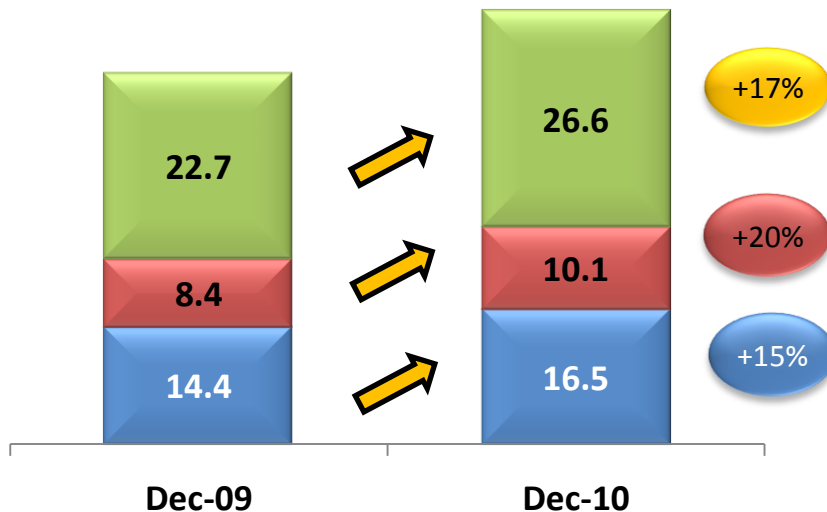
Site search is growing.

- Most searches are still on commercial search engines, but site search grew more rapidly over the past year.

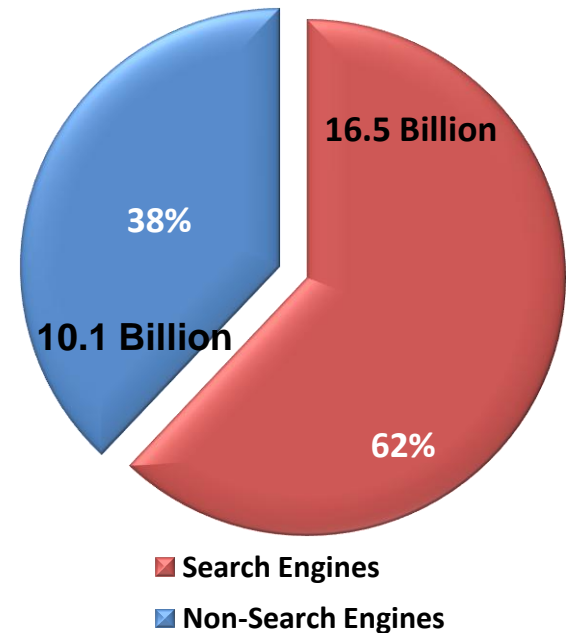
Searches (Billions)

■ Total
■ Non-Search Engines
■ Search Engines

Change vs.
December -09



Share of Search Growth by Search Engines and Non-Search Engines





How do you select a site search tool?

- Requirements assessment
 - Considerations include price, platform, capacity, ease of installation, and maintenance.
 - Be realistic about *scalability*.
 - Don't underestimate *cost* or *complexity* of connectivity.
- Options
 - Enterprise search vendors (ca. 30)
 - Search engine's customized "boxes"
 - Open source
 - USASearch Affiliate Program



What is the Affiliate Program?

<http://search.usa.gov/affiliates/>

- **Free, hosted site search ...**
- **with industry best practice features ...**
 - Customizable look and feel
 - Type-ahead search and related topic suggestions
 - Content highlighting
 - Spanish language support
 - Detailed search analytics
 - HelpDesk forum and email support
- **and a quick, reliable, and secure infrastructure.**
 - Leverages Search.USA.gov's infrastructure and features
 - Search results delivered in less than one second
 - 99.9% uptime
 - Security certified and accredited (C&A)

A proven track record of excellent customer service with over 300 government websites using our program.



Commercial-Grade Search Features

The screenshot shows the Broward.org website with a search bar at the top. The search bar contains the text "ever" and has a dropdown menu showing suggestions: "everglades", "everglades high school", and "everglades national park". A red box highlights this dropdown menu. Below the search bar, the search results for "everglades" are displayed. A red box highlights the first two results: "Port Everglades Named Best U.S. Homeport" and "Official Port Everglades Cruise Parking Information". To the left of the search results, a red box highlights the "Related Topics" section, which lists several topics related to the Everglades. To the right of the search results, a red box highlights the "Results from Bing™ index" section, which shows the search results for "everglades" from the Bing index.

Broward Home
BROWARD.org
Our Best. Nothing Less.

Broward Home **County Commission** **Living in Broward**

everglades **Search**

everglades
everglades high school
everglades national park

Homeport
rd Consecutive

everglades **Search** **Advanced Search**

Port Everglades Named Best U.S. Homeport
Port Everglades Named Best U.S. Homeport for Third Consecutive Year...
<http://bcegov3.broward.org/newsrelease/AdminDisplayMessages.aspx?intMessageId=2994>

Official Port Everglades Cruise Parking Information
Only parking inside Port Everglades - walk/shuttle to ship...
<http://porteverglades.net/cruising/parking/>

Related Topics

- Draining and Development of the Everglades
- Fort Lauderdale – Hollywood International Airport
- Fort Lauderdale/Hollywood International Airport
- Geography of the United States
- South Florida Metropolitan Area

Results 1-10 of about 32,200 for 'everglades'

Web results by **bing**

Port Everglades Master Plan
Port Everglades Master/Vision Plan ... Port Everglades Continues To Plan For Future Growth With The Adoption Of The Updated Master/Vision Plan
<http://www.broward.org/.../masterplan> - Cached

To Port Everglades
FLL Transportation to Port Everglades ... There are three transportation options: shared ride, luxury sedan, and taxi cab.
<http://www.broward.org/.../ToPortEverglades.aspx> - Cached

Port Everglades
FLL Port Everglades ... Faster Ship-to-Plane Connections. Whether traveling by air, land or sea, it doesn't get any easier than Port Everglades.
<http://www.broward.org/.../PortEverglades.aspx> - Cached

Everglades in Fact and Fiction at Libraries in March
Date: January 30, 2007 Contact: Tara Zimmermann, 954-357-7386, tzimmerm@browardlibrary.org Broward County Commission Libraries Division Presents **Everglades** in Fact and ...
http://www.browardlibrary.org/.../13107_Everglades.pdf - Cached

Welcome to Broward County
Traffic Engineering Gives Drivers the Green Light Green means "go" and the going ... Water Academy Participants Tour **Everglades** More...
<http://www.broward.org/> - Cached

Broward County - Port Everglades
Port Everglades ID Badge Renewal Request Complete and submit this form for renewal of your Port Everglades

Type-ahead suggestions

Govt-centric related topics

Editorially boosted content

Results from Bing™ index



Easy-to-Use Affiliate Center



ammie.farrajfeijoo@gsa.gov | My Account | Sign Out | Help Desk

Affiliate Program

APIs & Web Services

Search.USA.gov

Affiliate Center

Selected Site

nps

nps

BASIC SETTINGS

[Site information](#)
[Look and feel](#)
[Preview](#)
[Get code](#)

FEATURES

[Add to Bing](#) new!
[Boosted content](#)
[Related topics](#)
[Search API](#) new!
[Type-ahead search](#)

SITE ANALYTICS

[Query logs](#)
[Monthly reports](#)

ACCOUNT SETTINGS

[Add new site](#)
[My account](#)
[Manage users](#)

USASearch > Affiliate Program > Affiliate Center > nps > Site Information

Site Information

Site name

National Park Service

HTTP parameter site name

nps

Site URL

nps.gov

[+ How Is This Site Information Used](#)

Domains to search

List one domain per line.

nps.gov
*.nps.gov
nature.nps.gov

for example, yoursite.gov

GSA

Office of Citizen Services and Innovative Technologies

Site Analytics

USASearch > Affiliate Program > Affiliate Center > nps > Query Analytics

Query Logs for nps

Search for query term from to

Term-specific
reports

Data for

Most Frequent Queries

Show 10 results

Query	Previous Day	Frequency	Query	Previous 7 Days	Frequency	Query	Previous 30 Days	Frequency
1. yellowstone		196	1. yellowstone		1146	1. yellowstone		5808
2. grand canyon		123	2. yosemite		794	2. grand canyon		4271
3. yosemite		121	3. grand canyon		759	3. yosemite		4209
4. camping		97	4. camping		570	4. camping		3105
5. map		83	5. map		451	5. weather		2474
6. death valley		70	6. weather		422	6. map		2222
7. weather		70	7. death valley		369	7. death valley		2200
8. jobs		51	8. zion		360	8. zion		1979
9. lodging		50	9. lodging		355	9. lodging		1767
10. yellowstone national park		49	10. jobs		348	10. jobs		1645

Most frequent
queries

Download top queries for 2010-12-06 ([csv](#))

Downloadable CSV file



What are the APIs & web services?

<http://search.usa.gov/api/>

- **Product Recall Data API** (open to everyone) federates recall data from 3 federal agencies.
 - Food safety: Centers for Disease Control and Prevention
 - Car safety: National Highway Traffic Safety Administration
 - Product safety: Consumer Product Safety Commission
- **Search Data API** (only for govt agencies) provides access to Affiliate Program search results in XML.



Register today—it's as easy as 1-2-3.

<http://search.usa.gov/program/>

Search.USA.gov
USASEARCH PROGRAM

[Sign In](#) | [Help Desk](#)

[Affiliate Program](#) [APIs & Web Services](#) [Search.USA.gov](#)

Sign In to Use Our Services

Access to our Affiliate Program, APIs, and web services requires authentication. Log in, or register for a new account below.

Log In

Already have a USASearch account? Log in with your email address and password below.

Email

Password

[Log In](#)

[Forgot your password?](#)

Register for a New Account

Name*

Government organization

Email*

Password*

Password confirmation*

*Required

Select one:

☐ I am a government employee or contractor.

☐ I am not affiliated with a government agency.

[Register for new account](#)

Search.USA.gov
USASEARCH PROGRAM

[ammie.farrajfeljoo@gsa.gov](#) | [My Account](#) | [Sign Out](#) | [Help Desk](#)

[Affiliate Program](#) [APIs & Web Services](#) [Search.USA.gov](#) [Admin Center](#) [Analytics Center](#) [Affiliate Center](#)

Selected Site
Select site

USASearch > Affiliate Program > Affiliate Center > Add New Site

Add a New Site

[Step 1. Enter contact information](#) [Step 2. Set up site](#) [Step 3. Get the code](#)

Site information

Site name

Domains to search
List one domain per line.

for example, yoursite.gov
[+ Formatting Tips](#)

Choose template
Default



Contact us.

USASearch Program
U.S. General Services Administration
1275 First Street NE
Washington, DC 20417
P: 202.219.1437 • E: USASearch@gsa.gov

Sign up for the Affiliate Program at
<http://search.usa.gov/program/>